

## Awards...



### COMMONHEALTH WORLDWIDE EXECUTIVE RECEIVES LEADERSHIP AWARD

Ogilvy CommonHealth Worldwide, the health behavior change specialists of Ogilvy & Mather, and a WPP company, have announced that Johanna Skilling, executive VP, director of planning in the US, has received the Leadership Award from the PVBLIC Foundation, an innovative nonprofit media organization that harnesses the power of media to drive social change.



### ICON AND PFIZER HONORED AS CLINICAL RESEARCH TEAM OF THE YEAR

ICON, a global provider of drug development solutions, and Pfizer have won the Clinical Research Team of the Year award at the inaugural Clinical and Research Excellence (CARE) Awards.

ICON and Pfizer won the award for their achievements in 2015 on two ongoing parallel cardiovascular outcome studies, which will involve about 26,000 patients at 3,000 sites in 35 countries.

### OGILVY & MATHER AGENCIES WIN AT 2016 CANNES LIONS HEALTH



Ogilvy CommonHealth Worldwide took home four Lions Health awards and placed third in the Healthcare Network of the Year category. These Lions Health awards include two of the competition's highest honors, the Pharma Grand Prix Lion, the Grand Prix for Good (awarded to the network's DAVID Buenos Aires office), as well as four Gold Lions, six Silver Lions, and five Bronze Lions.

### PAREXEL WINS AMERICAN BUSINESS AWARD

Parexel has been named Company of the Year – Pharmaceuticals in the 14th Annual American Business Awards, which recognized it for several new services, processes, product innovations, and academic programs in 2015. Parexel also received a Gold Stevie Award for Best Public Relations Event.

## Industry at Large MMRF, TAKEDA, AND CURE MEDIA JOIN FORCES TO SUPPORT HIKING TEAM



Patients with multiple myeloma and their supporters are hiking Peru's Inca Trail to Machu Picchu to bolster awareness and drive fundraising for cancer research.

A team of 20 multiple myeloma patients, caregivers, physicians, nurses, and supporters hiked along Peru's arduous Inca Trail leading to the ruins of Machu Picchu to raise funds for research and to build awareness around the incurable blood cancer. The Inca Trail trek is the third event for Moving Mountains for Multiple Myeloma (MM4MM), a collaboration be-

tween the Multiple Myeloma Research Foundation (MMRF), CURE Media Group, and Takeda that has raised nearly \$500,000 to date for critically needed myeloma research.

Editor's Note: MMRF was founded by PharmaVOICE 100 Red Jacket honoree Cathy Giusti in 1988.

## Takeda and the Crohn's & Colitis Foundation PARTNER TO INTRODUCE IBD UNMASKED



Takeda Pharmaceuticals and the Crohn's & Colitis Foundation of America launched an international inflammatory bowel disease (IBD) awareness campaign. The centerpiece of the campaign is the Super Hero Samarium, which highlights the strength and resilience of the IBD community, encourages people with Crohn's disease (CD) or ulcerative colitis (UC) — the two most common types of IBD — to embrace their inner Super Heroes, and empowers patients to have honest and open conversations with their healthcare providers.

Every year, about 70,000 people in the United States are diagnosed with IBD. For the people who have to manage this chronic disease, day-to-day commitments like going to work or carrying on with everyday activities may be challenging. In addition to what can be painful physical symptoms, people with CD or UC can oftentimes feel alone in their experiences; lack of public awareness and perceived stigma surrounding IBD may cause many patients to mask their disease by isolating themselves.

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## PharmaVOICE @INDUSTRY EVENTS

PharmaVOICE joined more than 800 exhibiting companies as well as 7,000 attendees for the largest global interdisciplinary gathering of life-sciences professionals at the annual DIA Conference in Philadelphia. PharmaVOICE had a chance to catch up with some of the leading innovators in the clinical arena who provided their insights on a range of topics for our Editor's Take Video series.

- ▶ **Advanced Clinical** — **Cheryle Evans** on designing and implementing a risk-based monitoring program
- ▶ **Artcraft Health** — **Brian Schaechter** on trends in patient centricity and the impact of patient education on clinical trials
- ▶ **BBK Worldwide** — **Matt Kibby** and **Be the Partner** — **Thomas Klein** on the new connected mHealth model for increasing patient engagement and other clinical research benefits
- ▶ **Bracket** — **Adam Butler** on using technology to improve patient engagement in clinical trials
- ▶ **Catalent Pharma Solutions** — **Eric Valentine** on the FastChain demand-led supply model and how it improves the management of global clinical supplies
- ▶ **Celerion** — **Nita Ichhpurani** and **Orlando Clinical Research Center** — **Thomas Marbury** on pharmacokinetic studies for patients with renal and hepatic impairment
- ▶ **ClinCapture** — **Eric Morrie** on the evolving eClinical industry, including disruptive solutions in clinical research technology
- ▶ **ClinCierge** — **Scott Gray** on increasing patient engagement in clinical trials
- ▶ **Clinical Ink** — **Jonathan Andrus** on improving the clinical trial experience by using eSource
- ▶ **ClinicalRM** — **Kevin Bickford** and **Joseph Sgherza** on preparing for and responding to global health crises and pandemics
- ▶ **DrugDev** — **Brett Kleger** on collaboration, standardization, and bringing a beautiful technology experience into clinical research
- ▶ **INC Research** — **Marty Anderson** on the unique challenges facing vaccine trials
- ▶ **INC Research** — **Jill McGuinn** on clinical

development challenges in biotechnology, strategies to overcome these obstacles, and keys to a successful CRO-biotech partnership

- ▶ **inVentiv Health** — **Greg Skalicky** on the industry dynamics impacting clinical research
- ▶ **KellyOCG** — **Kevin Duffy** on talent engagement obstacles in life-science organizations and the risks companies face by not having an evolving talent strategy
- ▶ **Lionbridge Life Sciences** — **John Herzig** on managing today's greatest challenges and how technology is helping overcome these challenges
- ▶ **Medidata Solutions Worldwide** — **Kara Dennis** on how mHealth technology is positively impacting clinical trials and the benefits of harnessing the new types of data being collected
- ▶ **Medpace** — **Lee Walke** on how eClinical systems are evolving to support risk-based monitoring
- ▶ **Parexel** — **Sy Pretorius** on adaptive study design, personalized medicine, patient recruitment, mHealth technology and data, and accelerated pathway approvals
- ▶ **SynteractHCR** — **Dr. Martine Dehlinger-Kremer** on the advantages of the new EU clinical trial regulation intended to streamline the clinical trial approval process
- ▶ **TKL Research** — **Sonja VanWye** on the challenges in creating a successful sponsor/CRO relationship
- ▶ **UBC** — **Patrick Lindsay** on the important contributions being made by the "heros" in the biopharmaceutical industry
- ▶ **WIRB-Copernicus Group** — **Dr. Donald Deieso** and **Certera** — **Dr. Edmundo Muniz** on ways to enhance the chances of drugs making it to market and ways to improve patient access, accelerate innovative medicines, and improve safety in healthcare
- ▶ **Worldwide Clinical Trials** — **Peter Benton** on where drug and device innovations will come from and how to attract the best and brightest talent

To view these videos, go to: <http://www.pharmavoices.com/videos/>

## PHARMAVOICE.COM

### EBOOK

- » **Enhancing the Patient Experience Through mHealth – a Win-Win**  
Provided by: BBK Worldwide

### PODCASTS

- » **Pharmacies and Managed Care: Key Stakeholders of the Elevate Provider Network**  
Provided by: Amerisource Bergen
- » **Optimizing a Rare Disease Asset for Commercialization**  
Provided by: Cello Health

- » **Overcoming the Business Challenges of Rare Diseases**  
Provided by: TrialCard

### WEBINARS

- » **Piloting the Queen Mary: The Unique Challenges of Cardiovascular Outcome Studies**  
Sponsored by: Worldwide Clinical Trials  
September 29, 2016

### WHITE PAPERS

- » **Rare Disease: Taking a Different Approach**  
Provided by: Cello Health
- » **Mars vs. Venus: Men, Women, Trust & Biopharma**  
Provided by: Health Perspectives Group
- » **Improved Data Quality & Integrity for Faster Regulatory Approvals**  
Provided by: Medidata
- » **Leverage Your EDC System to Streamline Site Payments**  
Provided by: Medidata
- » **Speeding Study Start-Up in Multicenter Clinical Trials**  
» **Provided by:** Schulman IRB

- » **No Patient Left Behind – Connecting Rare Disease Patients to Orphan Drug Manufacturers**  
Provided by: TrialCard